POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM

10/748,759
December 30, 2003
SCHOLL, Nathaniel Blake
METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-TARGETED ADVERTISEMENTS
3622
RETTA, YEHDEGA
026014-002300US

I hereby revoke all previous powers of attorney given in the above-identified application.			
I hereby appoint:		·	
Practitioners a	ssociated with the Customer Number:	20350	
OR .			
Practitioner(s) named below:			
	Name	Registration Number	
·			
as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith. I further authorize any of the above-identified practitioners to execute a Statement Under 37 CFR 3.73(b) on my/our behalf to certify the chain of title and establish my/our ownership in the application identified above.			
	hange the correspondence address for the abo	ve-identified application to:	
The address associated with the above-mentioned Customer Number:			
OR			
The address associated with Customer Number: OR			
Firm or			
Individual Nam	ne		
		·	
City		State Zip	
Country			
Telephone		Email	
I am the: Applicant/Inventor.			
Assignee of record of the entire Interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).			
SIGNATURE of Applicant or Assignee of Record			
Signature	Kung Str	Date 6/26/08	
Name	Robyn Hest	Telephone 702 896 4922	
Title and Company	Assistant Secretary, Amazon Technolog	ies, Inc.	
NOTE: Signatures of all the Inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.			
*Total of	forms are submitted.		